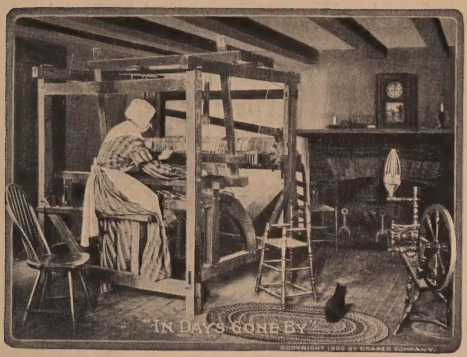
Reception Room

COTTON CHATS



DRAPER COMPANY

TRADE-MARK REG. U.S. PAT. OFF.

HOPEDALE, MASS.

NO. 155. SEPTEMBER, 1915.

PREPAREDNESS

IS THE WATCHWORD

of the day in national matters pertaining to the army and navy. This is not the only direction in which we should all as good citizens keep in touch with the march of events.

Our industrial army is greater by far than our combined military army and navy; with its dependent women and children it is thousands of times greater. Supposing the European war to be ended, several results are freely predicted.

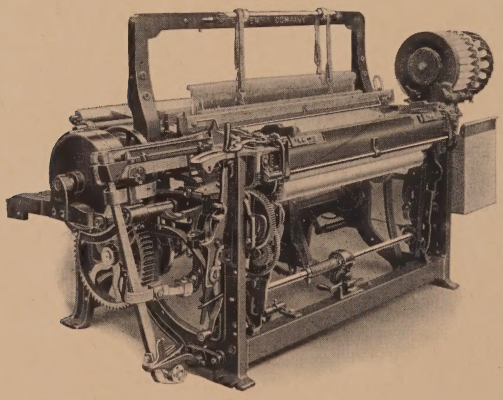
MILLIONS OF MEN

from the various foreign armies will be let loose and in immediate need of employment. The enormous burden of taxes in all European countries will be an added inducement to emigrate to the United States. It is

probable that foreign governments will prevent such wholesale emigration.

In cotton manufacturing countries, Germany for instance, there will be greater effort than ever before to obtain the trade of the United States; labor costs in such countries whether reckoned per day, per person, or per unit of manufactured goods, are but a fraction of the labor costs in this country.

Furthermore it must be remembered that the competition of the workers of this country would be to a material extent with women, children and cripples.



Should the war prove of long duration and result in a reduction in the number of available operatives in this Country there may be a labor famine.

To meet either of the above conditions as applied to Cotton Mills making woven goods, the Northrop Loom is a necessity.

The Northrop Loom has demonstrated its ability to

REDUCE COST OF WEAVING 50 TO 75 PER CENT.

INCREASE THE PRODUCT PER LOOM;

IMPROVE THE QUALITY OF PRODUCT;

INCREASE THE EFFICIENCY AND WAGES OF THE WEAVERS;

and

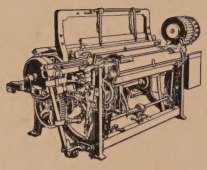
FIX THE SELLING PRICES OF GOODS.

By the end of the year 1915 there will be in operation in this country more than

285,000 NORTHROP LOOMS.

Stockholders in mills that have not yet replaced their old common looms may

READ THE HANDWRITING ON THE WALL.



AT THE TEXTILE EXPOSITION

GREENVILLE, SOUTH CAROLINA,

next November, we expect to show several Northrop Looms in operation and we cordially invite our numerous friends connected with the textile trade to call and make themselves at home in our space.